

ROUTE 17 CONSTRUCTION MITIGATION EFFORTS

York County staff and officials know that the construction and ensuing traffic associated with the widening of Route 17 can cause significant business disruptions and losses for many of the companies located in the corridor. We are committed to assisting with the mitigation of this impact. The programs and efforts listed below have been implemented to help those in the affected area.

CONSTRUCTION | DISRUPTION | MITIGATION SEMINAR: Attend this informative seminar coming in **October 2016** and learn tips from retail/restaurant expert, Marc Willson, on how to not just survive, but to thrive during road construction. Mr. Willson delivers targeted, relevant guidance that business owners and managers can put to use immediately.

CONSTRUCTION | DISRUPTION | MITIGATION PRIVATE CONSULTATIONS: Schedule a one-on-one comprehensive assessment via a confidential, on-site business consultation with retail/restaurant expert Marc Willson. Receive personalized tips and a plan of action on how to improve your business' layout, functionality, marketing, and much more, to survive during periods of major road construction. Limited Availability.

CITIZEN NEWS ADVERTISEMENT: The Office of Economic Development (OED) will place a series of ads in the County's Citizen News quarterly publication to encourage citizens to support the Route 17 businesses and to inform affected businesses about the OED's assistance programs.

TEMPORARY SIGNAGE: York County allows all businesses in the affected area to display a temporary sign, in accordance with the size limitations set forth in the Temporary Sign Ordinance, for up to 120 days per year. The OED strongly encourages all businesses in the affected area to take advantage of this opportunity. A permit must be obtained for the sign and all guidelines regulating the size, colors, location, etc. must be followed. Questions about temporary signage should be directed to the Zoning Office at 757.890.3523. Free temporary sign permits can be obtained in the Building Regulation Office, located at 103 Service Drive. 757.890.0532. The permit application can be found at www.yorkcounty.gov/buildingregulation.

DISPLACED FREESTANDING SIGNAGE: Many free-standing business signs have been displaced to make way for installation of utilities, stormwater pipes or other elements of the road widening project. If the construction work necessitates removal of a sign, the business may erect/install an "interim" replacement sign to provide identification during the term of the construction project. The same maximum area and maximum height standards applicable to the normally-allowed permanent freestanding business sign would apply to the "interim" sign. A sign permit application must be completed to



document what is being proposed; however, the sign permit fee associated with permanent signs will not be assessed. If, after the roadway construction is completed, the business wishes to convert the “interim” sign to its “permanent” free-standing sign, the normal sign permit fee will be due and other requirements will need to be addressed (e.g., setbacks, landscaping around the sign, etc.). Often these costs are negotiated between VDOT and the property owner during the “land purchase phase,” so tenants should contact landlords for details specific to their property. For information concerning signage opportunities and alternatives, please contact the Zoning Office at 757.890.3523.

KEEP IT IN YORK COUNTY WEBSITE PROMOTION: The OED maintains a Buy Local website www.KeepItInYorkCounty.com where all commercially-based businesses are listed. The site allows businesses to enhance their listings for free by adding coupons, upcoming events, photos, and more. The County encourages all businesses in the construction zone to ensure their listing is up to date and to continue to add events and coupons to the site to encourage repeat visitors. The OED will be heavily marketing the site, via advertisements, billboards, Citizen News, and more, over the next two years to increase exposure for local businesses.

KEEP IT IN YORK COUNTY EMAIL NOTIFICATION: The OED has compiled an email database of over 3,000 local businesses and will be updating this list in the Spring of 2015. Monthly Buy Local e-newsletters featuring several businesses, events, and coupons from Route 17 businesses will be sent out to increase exposure. To submit coupons and upcoming events, email information to econdev@yorkcounty.gov.

E-COMMERCE GRANT PROGRAM: Diversification and increased online presence may help to mitigate the negative effects of the construction on local businesses. A retail store may decide to begin selling online as well; increased traffic times may cause a restaurant to decide to offer online/call-ahead ordering to reduce wait times for to-go orders, etc. To encourage these types of initiatives, the OED is offering website development/enhancement grants up to \$500 (\$1,000 for SWAM-certified companies). Applications and details can be found online at www.YesYorkCounty.com.

YORK COUNTY’S “BUY LOCAL” PURCHASING POLICY: The County’s internal purchasing policy already encourages County staff to “Think Local First” when making individual and departmental buying decisions. A memo was distributed on behalf of the Board of Supervisors reminding staff of this Buy Local effort and encouraging employees to support the affected Route 17 businesses, whenever possible.

CONSTRUCTION-RELATED EMERGENCY CONTACTS: E.V. Williams and VDOT have established contacts to which you can report construction-related emergencies. If construction crews are working in the general vicinity of your business and you experience an emergency that is directly related to the widening project, such as disruptions in utility service, please contact:

VDOT	Mr. James T. Jones – Lead Inspector	757.753.9316 James.Jones@VDOT.Virginia.gov
EVW	Chris Morris – Project Superintendent	757.374.4382 Chris.Morris@evwilliams.com

CONTACT
THE OFFICE OF ECONOMIC DEVELOPMENT
WITH QUESTIONS AND/OR TO TAKE ADVANTAGE OF THESE INITIATIVES.

224 Ballard Street | Yorktown, Virginia 23690 | o: 757.890.3317 | e: econdev@yorkcounty.gov

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